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REMARKS

[01] First, Applicant thanks the Examiner for the courtesy and professionalism extended to Applicant during Applicant's telephone inquiry regarding the status of the present application on 3/7/2006. The Examiner's comments and instructions are quite instrumental in helping Applicant further the prosecution of the present application.

[02] Rejections under Sec. 103 (a)

[03] Claims 19-38 were rejected under 35 USC Sec. 103 (a) as being unpatentable over Bengtson (US Publication 2002/0049781) based on Griebenow (US Patent No. 5850520). Applicant respectfully traverses the rejection and will explain as follows.

[04] The Invention - Summarized

[05] The present invention is directed to facilitating a newspaper (or magazine) reader to quickly retrieve a printed article in portable electronic format via e-mail, after the user has first read or observed the article in printed paper form. For example, a reader of the Food Section or Op-Ed Pages of the Los Angeles Times in paper format may wish to save an article about a recipe or an Essay for future reference, or forward the article to a friend. The conventional way is to physically clip and copy the paper article, which is quite tedious and not conducive for filing or forwarding.

[06] The present invention achieves the goal in a much efficient and useful way, and can be achieved even without requiring the reader to have immediate access to a computer. To that end, the article is first assigned to a unique tag by its publisher prior to printing. When the article is printed in paper format by the publisher, the tag is also printed near the location of the article in paper format. The publisher also publishes ways of retrieving the article: a web site, an e-mail address and a telephone number. At the reader's side, the reader pre-registers either his e-mail address or phone number with the publisher (or a third party aggregator) for authentication and delivery purposes.

[07] Upon observing an article on paper the reader desires to keep, all the reader needs to do is to i) use the tag in an e-mail request to the publisher (or the aggregator), ii) enter the tag by calling the publisher's (or the aggregator's) designated telephone number from the reader's pre-registered telephone number, or iii) use the tag to download from the publisher's (or the aggregator's) designated web site. Upon receiving the request through any one of the channels,

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the publisher (or the aggregator) can easily authenticate the reader based on the reader's pre-registered e-mail address or telephone number. Then a portable electronic format of the article, e.g. PDF, is e-mailed to the reader's pre-registered e-mail address. The retrieval based on the pre-assigned printed tag is much more convenient and efficient, especially when the reader can still make the request, through telecommunications channels such as a wireless or landline telephone, without having a computer nearby. After making the request via a telephone or e-mail, the article in electronic portable format is automatically retrieved and transmitted to the reader's e-mail address. Now, with the portable electronic form of the article, the reader can save it in his own computer files (where key words can be easily assigned for subsequent retrieval), or forward to his friends and associates (where, additionally, the readability of the article is maintained).

[08] The pre-registration of the reader's e-mail address and telephone number allows both authentication and delivery to be done directly, without requiring the reader to enter more information than the tag(s) in his request. If the request is in e-mail, the reader's own e-mail address can be used for both authentication and delivery. If the request is from the reader's telephone number, the reader's telephone number, e.g. Caller ID, is used for authentication and the reader's pre-registered e-mail address is used for delivery.

[09] The Bengtson Reference

[10] Bengtson discloses serving a web page to a client device based on search index generated from print data received from the publisher. However, the dynamic web page or IP address, in contrast to a static portable electronic document, may change over time, thus leading to an invalid source. Also, the search index is based on print data received from the publisher, where the print data is generated after the article is already published in print. No tag is printed with the article in Bengtson's scenario. To create the search index, the received print data is parsed into key words or phrases, searched for words associated with special attributes and then created by storing page numbers associated with the key words. Then a link database is created by receiving and storing the network links, e.g. IP addresses. (Bengtson, page 6, paragraphs [0046]-[0049]) The operation of Bengtson is heavily dependent on the validity of the web page links maintained in the publication link server (104).

[11] The Griebenow Reference

[12] Griebenow discloses distributing an electronic publication to customers in response to their ordering. Griebenow allows the electronic distribution of customized publications, including

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customized advertising, customized content, or both. In accordance with the method for distributing an electronic publication, a version of an electronic publication is retrieved from storage. The electronic publication is delivered to the consumer by electronically sending the electronic publication to the consumer's electronic mail address with a return receipt requested. A receipt is then generated in response to the retrieval of the electronic publication from the consumer's electronic mailbox.

[13] In contrast to the present invention, Griebenow is addressing electronic distribution of electronic publication, not articles which have been printed publication with unique tag. Griebenow fails to disclose the use of the unique tag that is associated with each article to printed and that is also printed on the printed publication. Further, Griebenow fails to disclose the use of the customer's e-mail address or phone number for authentication purposes. Moreover, Griebenow's ordering process does not disclose retrieving the printed article in electronic format by the user's ordering through any one of web site, e-mail and telephone number.

[14] In fact, to be able to simply punch in the "tag" of a printed article, thus causing the delivery, with or without any accompanying advertisement, is not disclosed by either Bengtson or Griebenow, or both. Even if one combines Bengtson with Griebenow, there is still the deficiency in that the printed article fails to have any pre-assigned unique tag printed nearby. Further, their focus on electronic distribution and electronic publication teaches away from being able to retrieve a printed article by using the web site, the e-mail or the telephone number, where the user's e-mail or telephone number also serves as the authentication means.

[15] Salient Distinctions

[16] The present invention, as claimed, is distinguishable over the primary reference Bengtson in view of Griebenow with respect to at least the following salient features:

[17] a. The unique tags are pre-assigned by the publisher, and printed in paper form with the articles. (Specification, para. [0034]). No post-print parsing and extraction is needed. Bengtson has to generate its search index from the print data received from the publisher, after the article has been printed in paper. (Bengtson, col. 6, para. [0047]-[0048]). Bengtson's search index is not the same as the publisher-generated and -printed tag of the present invention.

[18] b. The present invention's publisher also indicates an e-mail address, a telephone number or a web site for retrieval. As such, a request from an interested reader can be made through web site download, e-mail request, or telephone request. (Specification, para. [0047], [0052], [0056], [0058]). Requests can be easily transmitted from the reader by making a

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telephone call to a publisher pre-assigned telephone number, even when the reader is away from his PC. Upon recognizing the reader's telephone number, e.g. through Caller ID, the request is filled by transmitting the requested article to the reader's e-mail box. (Specification, para. [0024], [0056], [0057]). Neither Griebenow nor Bengtson teaches such retrieval and authentication methods, using an e-mail, a web site, or one through a telephonic gateway. The cited references only allow its readers to access the link server by receiving the web page when the client is on-line, whereas the present invention does limit to the client being on-line. The request of the present invention can be sent via a telephone call, wireless or wired, off-line.

[19] c. The reader in the present invention pre-registers his e-mail address or telephone number with the publisher for authentication. (Specification, para. [0056], [0052]). This pre-registration allows the publisher to authenticate the reader's tag request, since the request is made from a pre-registered telephone (wired or wireless) number, or from a pre-registered recognized e-mail address. To determine a reader's identity, Bengtson needs to rely on a cookie or log-in. (Bengtson, col. 6, para. [0053]). Bengtson does not disclose such pre-registration using either telephone numbers or e-mail addresses. Also, Bengtson does not disclose using the received Internet client's telephone number or e-mail address as authentication.

[20] d. The retrieved article is e-mailed to the reader's e-mail box in portable electronic format, which is a static file, as opposed to the target network address, or web page, used by Bengtson. (Bengtson, col. 6, para. [0052]-[0053]; Fig. 6, blocks 606, 608). Before the web page can be sent to Bengtson's readers, the target network address must be determined based on a client query, the search index, and the link database. Once the network address is found from the link database (104), the web page associated with the target network address is transmitted. (Bengtson, col. 6, para. [0051]-[0053]). No such target network address or web page is used in the present invention's retrieval, since the invention seeks to avoid the dependency on the dynamic web pages. (Specification, para. [0015]).

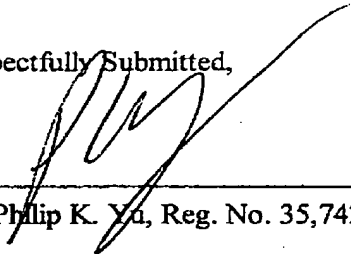
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[21] **CONCLUSION**

[22] In light of the Amendments and Remarks submitted herein, it is respectfully submitted that the claims as amended are patentable over the cited references. Withdrawal of the Examiner's rejections and allowance is respectfully requested.

[23] The Examiner is encouraged to contact the undersigned to discuss any matter regarding the present application at Tel: **626-965-1202**.

Respectfully Submitted,


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